

# HIGHLINES

NEWS FOR THE MEMBERS OF PELLA COOPERATIVE ELECTRIC



## Come See Us At the Iowa State Fair!

The Touchstone Energy Cooperatives of Iowa are pleased to once again sponsor the 4-H Exhibits Building at the 2022 Iowa State Fair.

Pella Cooperative Electric is proud to be a Touchstone Energy member, which means we're part of a nationwide network of locally owned co-ops that provides resources and leverages partnerships to help member-consumers use energy wisely.

If you're planning a visit to the Iowa State Fair from August 11-21, make sure to stop by and see us in the air conditioned 4-H Exhibits Building on the southwest corner of the fairgrounds.

Electric co-op staff from across the state will hand out plastic hard hats and suckers for the kids while supplies last.

Kids can also try on some lineworker safety gear and take fun photos in our co-op safety selfie station!

We look forward to connecting with our co-op members at the Iowa State Fair this summer. Please stop by our booth and say hello!



**IowaStateFair**  
OFFICIAL SPONSOR  
AUG **11-21** 2022

## Pella Cooperative Electric

Your Touchstone Energy® Cooperative 

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Open weekdays: 7:30 am - 4:30 pm;  
excluding holidays

### Board of Directors

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Vice President Steve Inskeep	Director Carroll Hoksbergen
Secretary Bryce Arkema	Director Jon Van Woerkom
Treasurer Bob Van Soelen	CEO Doug Stewart

### Board Briefs

- The Board of Directors reviewed the results of the recent strategic planning session.
- The PCEA operations department reported a 100% score on a recent surprise safety observation.

*Pella Cooperative Electric is a not-for-profit, member-owned electric cooperative, governed by an elected Board of Directors. This institution is an equal opportunity provider and employer. See [pella-cea.org](http://pella-cea.org) > Non-discrimination Statement for more information.*

# \$1.5 Million USDA Loan Approved for Pella Cooperative Electric and LDJ Manufacturing, Inc. for Expansion of Local Manufacturing Operation

Pella Cooperative Electric Association and LDJ Manufacturing, Inc. are pleased to announce their successful application to secure a \$1.5 million loan through the United States Department of Agriculture (USDA) Rural Economic Development Loan & Grant Program (REDLG) to assist with a \$2.5 million building expansion for LDJ Manufacturing.

USDA's REDLG program provides zero-interest loans to rural utility providers, such as Pella Cooperative Electric, that in turn re-lend the money at zero percent interest to businesses within their communities. Pella Cooperative Electric utilizes the USDA's REDLG program as one of the economic development tools to promote community development, economic growth, and help create and retain jobs in rural Iowa.

"As a member-owned electric Cooperative, we're in a unique position to utilize borrowing power for our local businesses that we serve. Any efforts we can make to contribute to our local economy is a win for us, for our members, and for the community," commented Pella Cooperative Electric Chief Executive Officer Doug Stewart. "We're pleased to be able to partner with LDJ Manufacturing on their project."

LDJ Manufacturing, a family-owned business founded in 1995 by Loren and Jean Van Wyk, manufactures Thunder Creek diesel fuel and service trailers outside of Pella and is a member of Pella Cooperative Electric. LDJ's team of designers, engineers, and high-quality skilled manufacturers continue to push the innovation envelope to deliver new technology to the industry's leading fuel and service trailers.

With more than a decade of experience as the home of Thunder Creek Equipment premium bulk diesel and service trailers, LDJ Manufacturing has built a reputation for uncompromising quality and reliability. To continue meeting their commitment, LDJ Manufacturing will build a 25,000-square-foot addition to their existing manufacturing footprint. The new space will accommodate increased

production and warehousing as well as added workstations and a tornado shelter.

"We're happy to partner with our local electric provider, Pella Cooperative Electric and the USDA in our expansion project," said Ben Cox, President of LDJ Manufacturing. "It's an exciting step forward for not only business growth but also local economic opportunities of creating new skilled jobs and higher wages right here in our community."



LDJ rendering photo of the expansion project.  
*(Photo Credit: LDJ Manufacturing)*

The timeline for the project includes groundbreaking in July 2022 with completion planned for October 2022.

This is Pella Cooperative Electric's 15th USDA economic development loan project. In total, those loans have led to more than \$6 million of additional investment in the community and have helped retain or create more than 100 jobs in Pella and surrounding communities throughout the program.

# Member Spotlight

## Red Rock Signworks



Tucked off a gravel road north of Harvey, Tim Beyer spends his days creating anything from 3D carved signs and engraving tumblers to lettering vehicles and doing apparel as well. There isn't a day that Beyer and the team are doing the same thing.

Red Rocks Signworks, a member of Pella Cooperative Electric, was started in 2010 by Beyer after he and a friend drove to Maine to purchase a CNC router to support his hobby of woodworking.

"When I started out, I was just going to do woodworking projects," explained Beyer. "Then I bought a vinyl cutter and other equipment like a wide format printer and a laser engraver and soon we're doing all sorts of projects based on customer's needs and ideas."

Beyer has created many projects not only across south central Iowa, but the Midwest as well.

"As the business started to expand, my goal was to have my own niche," says Beyer. "With the CNC, I'm able to do the 3D carved signs. I have quite a few of them in the city of Pella such as American Wood Fibers and others."

"We love doing the three-dimensional signs that draw maximum attention, standing out from typical flat signs, to better promote your business or accent your home," says Beyer.

The Red Rock Signworks facility does everything from initial design to installation with a complete fabrication and production shop, using the most current equipment and technologies to produce signage of all types. From decals and banners to vehicle graphics and wraps as well.

Most recently, Beyer has added a new addition to his shop that will enable him to expand more into the apparel side of the business with embroidery and screen-printing services into the space. With a larger install area for vehicle graphics as well.

To make your dream project come to life, contact Tim Beyer on his website at [redrocksignworks.com](http://redrocksignworks.com) or email him at [tim@redrocksignworks.com](mailto:tim@redrocksignworks.com).



# A Summer of Extremes Could Impact PCEA Members

A summer season of potential above-average temperatures and extreme weather events, combined with increased demand for electricity and a potential reduction in electric generation resources may intermittently affect PCEA member-consumers.

Under normal summer conditions, members can anticipate the strong reliability they have come to expect from PCEA. However, in certain extreme conditions, the Midcontinent Independent System Operator (MISO), may be forced to initiate temporary controlled load curtailments. MISO faces a potential generation shortfall this summer, resulting in a higher risk of energy emergencies during peak summer conditions. This shortfall is due to several factors including a significant increase in electric usage and power plants that are closing faster than new, dispatchable sources of generation can replace them. The growing number of wind and solar resources in Iowa greatly assist in overall energy production, but they only provide intermittent power. MISO acts like an air traffic controller of the electric grid to manage real-time generation within its footprint across the middle U.S. and parts of Canada, including about 90% of Iowa, and ensure electric supply and demand are balanced. PCEA's power supplier, Central Iowa Power Cooperative (CIPCO), participates in MISO to buy and sell generation as needed.

As a member-consumer of PCEA, you can help conserve energy and reduce the potential for controlled temporary outages or interruptions in power. Some helpful ways to beat the peak are:

- Run your electric washer/dryer during off-peak times such as before 4 p.m. or after 9 p.m.,
- Raise your air conditioner's thermostat a few degrees,
- Turn off all lights during the day or in empty rooms,
- Substitute air conditioner use with ceiling fans to keep cool; and
- Unplug appliances and other electrical equipment that aren't essential to your family's health and safety.

PCEA member consumers will be notified of peak alerts through our social media channels or on our website. To learn more about how you can help beat the peak this summer, visit our website or call us at 641-628-1040.

## PCEA's Nondiscrimination Statement

As a recipient of Rural Development funding, Pella Cooperative Electric follows USDA's Nondiscrimination policy, which is as follows:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, USDA, its Mission Areas, agencies, staff, offices, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Program information may be made available in language other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language) should contact the responsible Mission Area, agency, or staff office; the USDA TARGET Center at (202)720-2600 (voice

and TTY); or the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a complainant should complete a Form, AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online at <https://www.ocio.usda.gov/document/ad-3027>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of the alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

- (1) Mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; or
- (2) Fax: (833) 256-1665 or (202) 690-7442; or
- (3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

USDA is an equal opportunity provider, employer, and lender.